

## ORDER



KSDK

**Orders**  
**Order / Rev:** 711186  
**Alt Order #:** 06301504  
**Product Desc:** MARTIN FOR ATTY GEN  
**Estimate:** C09C15  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Martin,E/ R / Attorney General  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	28	\$19,805.00	\$16,834.25
10/15/12	10/21/12	5	\$4,060.00	\$3,451.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$23,865.00	\$20,285.25	186.20
<b>Totals</b>	<b>33</b>	<b>\$23,865.00</b>	<b>\$20,285.25</b>	<b>186.20</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	39%	\$23,865.00
Market	100%	\$61,192.31

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$2,447.69
KETC	0%	\$0.00
KMOV	28%	\$17,133.85
KNLC	0%	\$0.00
KPLR	4%	\$2,447.69
KTVI	25%	\$15,298.08
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/09/12	10/14/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$500.00	P-3	5.30	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$500.00		5.30				
2	KSDK	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$500.00	P-3	5.30	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Martin,E/ R / Attorney General  
 Product Desc: MARTIN FOR ATTY GEN  
 Estimate: C09C15  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$500.00	P-3	5.30	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$500.00		5.30			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		M-F 430-5p		430-5p	M-----	:30		<del>(\$500.00)</del>		5.30	NM		
	See MG 2.2														
2	KSDK	10/12/12-10/12/12		M-F 430-5p		430-5p	-----F----	:30		\$500.00		5.30	NM		
	Ⓜ MG for 2.1 10/15 [move to Fri 10/12]														
3	KSDK	10/09/12	10/14/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$250.00	P-3	2.10	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$250.00		2.10			
4	KSDK	10/09/12	10/14/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$250.00	P-3	2.10	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$250.00		2.10			
5	KSDK	10/15/12	10/15/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$300.00	P-3	2.10	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$300.00		2.10			
6	KSDK	10/09/12	10/14/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$500.00		3.40			
7	KSDK	10/09/12	10/14/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$500.00		3.40			
8	KSDK	10/15/12	10/15/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$550.00	P-3	3.40	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$550.00		3.40			
9	KSDK	10/09/12	10/14/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1				\$450.00		3.80			
10	KSDK	10/09/12	10/14/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$450.00		3.80			
11	KSDK	10/09/12	10/14/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$450.00		3.80			
12	KSDK	10/09/12	10/14/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$450.00		3.80			
13	KSDK	10/15/12	10/15/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$560.00	P-3	3.80	NM	1	\$560.00
	RATE REVISION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$560.00		3.80			
14	KSDK	10/09/12	10/14/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$225.00	P-3	3.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$225.00		3.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	10/09/12	10/14/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$400.00	P-3	4.50	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$400.00			4.50			
16	KSDK	10/09/12	10/14/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,000.00	P-3	8.60	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$1,000.00			8.60			
17	KSDK	10/09/12	10/14/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1			\$1,100.00			8.60			
18	KSDK	10/09/12	10/14/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$1,100.00			8.60			
19	KSDK	10/09/12	10/14/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1			\$1,100.00			8.60			
20	KSDK	10/15/12	10/15/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,350.00	P-3	8.60	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$1,350.00			8.60			
21	KSDK	10/09/12	10/14/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$500.00	P-3	6.80	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$500.00			6.80			
22	KSDK	10/09/12	10/14/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P-3	5.90	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$1,200.00			5.90			
23	KSDK	10/09/12	10/14/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-T-----	:30	1	\$1,000.00	P-3	9.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1			\$1,000.00			9.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KSDK	10/08/12-10/14/12	630-7P Wheel		630-7P	-T-----	:30	<del>(\$1,000.00)</del>	9.00	NM				
	See MG 23.2														
	2	KSDK	10/11/12-10/11/12	630-7P Wheel		630-7P	---Th----	:30	\$1,000.00	9.00	NM				
	Ⓜ MG for 23.1 10/09 [n/a]														
24	KSDK	10/09/12	10/14/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$1,000.00	P-3	9.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$1,000.00			9.00			
25	KSDK	10/09/12	10/14/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$1,000.00	P-3	9.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1			\$1,000.00			9.00			
26	KSDK	10/15/12	10/15/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,300.00	P-3	9.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$1,300.00			9.00			
27	KSDK	10/09/12	10/14/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$500.00	P-3	5.80	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$500.00			5.80			

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 Estimate: C09C15

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27	KSDK	10/09/12	10/14/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$500.00	P-3	5.80	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S-	1		\$500.00	5.80							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		630-7P Wheel Sat		630-7P	-----Sa--	:30		<del>(\$500.00)</del>		5.80	NM		
See MG 27.2,27.3,27.4,27.5 [NA/Oversold]															
2	KSDK	10/11/12-10/12/12		M-F 5-6A		5-6A	---ThF----	:30		\$375.00		5.80	NM		
Ⓜ MG for 27.1 10/13 [n/a]															
3	KSDK	10/11/12-10/12/12		M-F 4-5A		4-5A	---ThF----	:30		\$35.00		5.80	NM		
Ⓜ MG for 27.1 10/13 [n/a]															
4	KSDK	10/11/12-10/12/12		M-F 4-5A		4-5A	---ThF----	:30		\$35.00		5.80	NM		
Ⓜ MG for 27.1 10/13 [n/a]															
5	KSDK	10/11/12-10/12/12		M-F 4-5A		4-5A	---ThF----	:30		\$35.00		5.80	NM		
Ⓜ MG for 27.1 10/13 [n/a]															
28	KSDK	10/09/12	10/14/12	Fri Prime B Grimm	CM	8-9P	----F--	:30	1	\$2,400.00	P-2	5.10	NM	1	\$2,400.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	----F--	1		\$2,400.00	5.10							
N29	KSDK	10/09/12	10/14/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$1,500.00	P-3	6.60	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	----F--	1		\$1,500.00	6.60							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		Fri Prime C		9-10P	-----F----	:30		<del>(\$1,500.00)</del>		6.60	NM		
See MG 29.2 [NA/Oversold]															
2	KSDK	10/14/12-10/14/12		Football Night in America		6-715p	-----Su	:30		\$1,500.00		6.60	NM		
Ⓜ MG for 29.1 10/12 [n/a]															
30	KSDK	10/09/12	10/14/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$1,500.00	P-3	6.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	-----S	1		\$1,500.00	6.00							
													Totals	33	\$23,865.00